

# Your WINNING Color POWER PACK



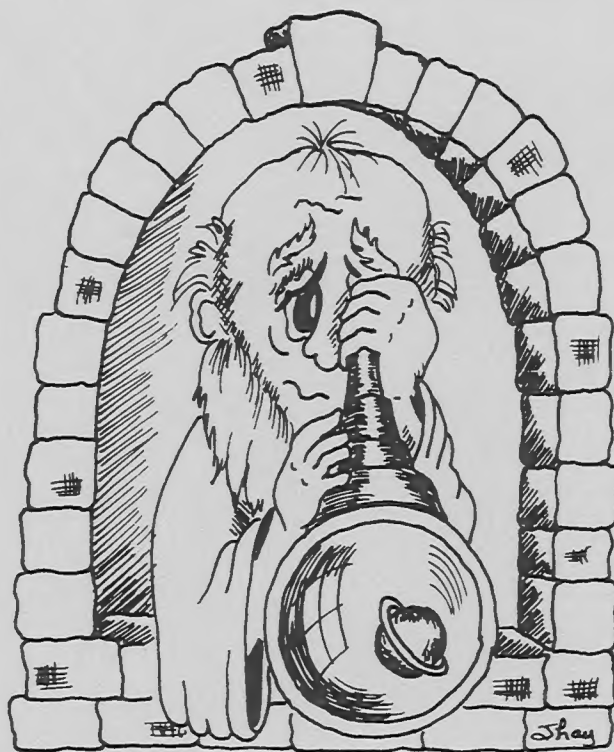
Stefan Neilson  
and  
Shay Thielke

**INVEST**  
**IN YOUR WINNING COLORS**  
**INVEST IN YOUR FUTURE**



**INVEST IN PEOPLE**  
**INVEST IN YOURSELF**

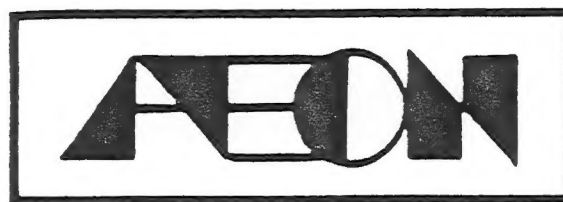
**THE MOST CREATIVE THING  
YOU CAN DO IS TO  
RECOGNIZE/UTILIZE  
THE *CREATIVITY* OF  
SELF AND OTHERS +++  
AND APPRECIATE  
*THE DIFFERENCES***



**COLOR ME OBSERVING!**



## VINTAGE EDITION SOLID PLANTINUM



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\* BADGES \* WINNING COLORS GAME \* CHRISTMAS & ARTIST CARDS\***

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**PERSONALITY LANGUAGE AND  
THE WINNING COLORS SERIES.**

**WINNING COLORS POWER PACK  
PUBLISHED BY AEON HIEROPHANT  
COMMUNICATIONS INC.**

Editor: Stefan Neilson

ISBN 0 - 9606110 - 7 - 5

Library of Congress Catalog Card Number:  
81 - 66718

Printed in Hollywood CA U. S. A.





# WINNING COLORS

Stefan was graduated in psychology from Columbia University, New York. As an author, instructor of upper management, author and university professor, Stefan uses his twelve years of university training as a consultant, seminar and convention director. His expertise includes extensive experience in consulting, communication, keynotes, counseling, teaching, radio and television interviews. Seminars and keynotes have included such clients as McDonalds National Management Association, General Dynamics, and various school districts throughout the nation. Stefan was director of counseling and Guidance for a dozen high schools and is presently the president of Aeon Communications. His corporate, business and educational seminar participants have applauded his new, dynamic, hands-on, practical and innovative approach.



Stefan Neilson

*Together, Stefan and Shay combine depth of knowledge and experience in business, education, consultation and counseling in presenting seminars and new hands-on workbooks. Their dynamic and caring presentations provide you with keynotes, seminars and workbooks that you will remember, value and use.*

Shay Thaelke, a graduate of the University of Washington, has not only written several curricula for schools, maintained professional memberships, such as EEA, WEA, NEA, EFA Executive Council, but has instructed persons of all backgrounds for the past 20 years in Washington. Her experience includes being an instructor at Martha State Institution, Echo Glen State for and boys, Junior High School teacher in Seattle Public Schools, Senior High School teacher and workshops for thousands in the Seattle area. Her public services have been consistently reported and interviewed in the newspaper and TV media. In 1985 Shay was chosen teacher of the year for the Edmond's School District, Washington.



Shay Thaelke

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**CONGRATULATIONS**

**WELCOME TO YOUR WORLD  
OF WINNING COLORS**

***BE ALL  
THAT YOU  
WERE CREATED  
TO BE!***

**ALLOW OTHERS  
THE SAME PRIVILEGE!**



# **WIN WITH WINNING COLORS**

**CREATED & DEVELOPED BY  
STEFAN NEILSON  
SHAY THOELKE**

**BASED ON THE COMMUNICATION PRINCIPLES OF OVER  
2,500 YEARS., DISCOVERED BY THE GREEKS AND  
DEVELOPED THROUGH THE AGES BY HIPPOCRATES,  
CHAUCER, FREUD, JUNG, THE BEHAVIORAL LEARNING  
METHODS OF SKINNER, ROTTER'S LOCUS OF CONTROL,  
THE POWERFUL *WINNING COLORS* PROCESS  
ENCOMPASSES THE KNOW-HOW OF  
EFFECTIVE POSITIVE COMMUNICATION.**

**✱ *OLD IDEAS ARE OFTEN REDISCOVERED!* ✱**

**FOUR PROFOUND WINNING COLOR ILLUSTRATIONS  
GIVE POSITIVE CONSCIOUS AS WELL AS  
SUBLIMINAL MESSAGES OF THE  
HISTORICAL TRIUMPH OF HUMAN BECOMINGS  
from the Greek Parthenon to the Sears Tower.**

**You will find the Olympic Torch, the Rescue Helicopters of  
Vietnam/Medics, Magic Johnson, Golda Mier & even Dr. Seuss  
SECRETLY HIDDEN IN THE  
COLLAGE OF HUMAN STRUGGLES FOR GREATNESS.  
THIS GREATNESS IS ILLUSTRATED AS  
BECOMING OF ALL RACES, AGES AND GENDER.  
*COME AND SHARE IN THE APPRECIATION OF  
THE DIFFERENCES OF HUMAN EXCELLENCE.***

**AEON COMMUNICATIONS, P. O. BOX 46155, L. A. CA 90046 (213) 876-1729**

✱ YOUR **WINNING COLORS** POWER PACK IS DESIGNED FOR IMPROVING YOUR COMMUNICATION SKILLS. ✱

✱ UNFORTUNATELY PEOPLE BEING USED TO INSTANT SOLUTIONS, EXPECT INSTANT BEHAVIORAL CHANGE. ✱

THE COMPLETE PROCESS FOR POSITIVE BEHAVIORAL CHANGE  
**TAKES TIME AND PRACTICE.**

☞ ATHLETES DO NOT BECOME A STAR OVER NIGHT!

**READ THE NEXT  
FOUR PAGES,  
EVEN IF YOU DON'T  
READ ANYTHING ELSE.**

**EVERY** personality oriented program presently available in the marketplace is based on, or at least is deeply influenced by the philosophy of a **MEDICAL MODEL** of man (Performax, Jung's types, Meyers/Briggs, Keirsey/Bates and numerous other Personality Inventories) rather than a **WHOLE PERSON MODEL** of man (**WINNING COLORS** by Neilson/Thaelke).

**MEDICAL MODEL:** Deals with curing sickness. The medical model has as its central focus curing sickness **OR** is deeply influenced by **WHAT IS WRONG WITH PEOPLE.**

Medical model research and application is intended only for "sick" people and, therefore, not applicable to everyone. The Medical Model as applied to personality development in man is fatalistic as it slots and imprisons man within the confines of a particular personality type. The philosophical basis is that man is a static human being only capable of accidental change.

# **And NOW fOr SoMeThInG**

## **CoMPLEtELY *DIFFEREnt*...**

**WHOLE PERSON MODEL:** Deals with maintaining health and developing the human potential. The whole person model concentrates on maintaining health **OR** concentrates on **WHAT IS RIGHT WITH PEOPLE**. The whole person model is applicable and sees every person as a human becoming. The Whole Person Model (**WINNING COLORS**) holds that there is no typology but only the person acting or revealing himself through personalized behaviors. The philosophic basis is that man is a changing human being capable of identifiable behavioral change.

## **WINNING COLORS IS BUILT ON THE DIGNITY OF HUMANS AND FREEDOM OF CHOICE**

**WINNING COLORS** holds that every person, whether by heredity or environment, becomes **EMOTIONALLY ATTACHED** to specific behaviors.

**These Behaviors tend to CLUSTER.....**

**BUILDER: permanence;**

**RELATER: feelings;**

**PLANNER: thinking;**

**ADVENTURER: action.**



# WINNING COLORS

## simply

- ☞ *assists a person in identifying his/her invested behaviors (Comfort Zone).*
- ☞ *assists a person in appreciating equally valuable behaviors that others may have Invested in during their lives.*
- ☞ *assists a person in acquiring and developing new behaviors that he/she has identified and that he/she knows and feels would be beneficial to him/her as a human becoming.*

**THE BOTTOM, BOTTOM-LINE:**  
**There are CLUSTERS of BEHAVIOR to which the immature person is exclusively attached.**  
**WINNING COLORS is a discovery process that EMPOWERS that person to break that emotional attachment.**

## HISTORICAL PERSPECTIVE

The Whole Person Model was one of the dominant concepts of man in the Western world from the time of the Greeks to Descartes. The Greek educational system was based on "Know Thyself" (Socrates). EDUCATORS began by helping their students identify their invested behaviors. Their goal was to teach the student to think, feel and act according to the time and circumstances demanded, i. e., as a *Builder (Choleric)*, or as a *Relater (Sanguine)*, or as a *Planner (Melancholic)* or as an *Adventurer (Phlegmatic)*. The final goal was perfection or right reason ruled by the thing to be done.

# **A WHOLE PERSON attitude is critical for understanding WINNING COLORS.**

Unknowingly most business persons, doctors, psychiatrists, psychologists, teachers, social workers, nurses and others in the helping professions are steeped in a fatalistic medical model of mankind. Students in most schools/college/university courses are taught according to our cultural based medical model.

If you have any doubt that the Medical Model does not prevail attempt to receive any funds for preventative programs even education itself, then assess how it compares to applying for funds when the damage has been done.

Endless modern research in the behavioral sciences also substantiates the traditional **WINNING COLORS** premises. Behavioral change is at its greatest, if not the only chance of permanent success, when it is built upon positive reinforcement. It is not that negative behavior is ignored. To the contrary, it is assessed and replaced by a reinforced positive behavior. The focus is on the behavior sought after not the behavior to be discarded. For example, if a person affirms and acquires decisiveness or kindness he/she will automatically eliminate indecisiveness and unkindness from his/her behavior.



Officially certified facilitators are required to present **WINNING COLORS** in the context of a holistic conception of man. Otherwise the concepts may become as distorted and out of touch with basic reality as personality type theory.

If you present **WINNING COLORS** properly, it will provide the participants with practical tools for analyzing, strengthen areas of weakness and effecting positive behavioral change.

## **IF EVERYTHING ELSE FAILS FOLLOW DIRECTIONS!**

# WINNING COLORS

## \* HOW TO INFLUENCE OTHERS!

- ☞ How to use 4 Art Cards for the understanding of self and others.
- ☞ How to get along with others. *The secret to self-empowerment!*
- ☞ How to make superiors/peers/staff/family/people comfortable with you.
- ☞ How to make a positive impression, get people to like you.
- ☞ How to develop people skills in order to get bottom-line results.
- ☞ How to get others to trust you.
- ☞ How to position yourself for power/respect with others.
- ☞ How to get others to open up to you.
- ☞ How to get your ideas across to superiors/peers/staff/clients/family.
- ☞ How to build a strong result-oriented team with productive meetings.
- ☞ How to build a powerful self-image and a strong public image.

## \* PERSONAL POWER: WHAT IT IS ! HOW TO GET IT!

- ☞ How to become a powerful leader and develop strong self-esteem.
- ☞ Understanding how people think and feel.
- ☞ How to increase profits, sales and bottom-line results at work.
- ☞ How to motivate yourself and others. *Build strong customer relations!*
- ☞ How to defuse anger and hostility.
- ☞ The importance of a good relationship: what it is and how to get it.
- ☞ How to deal with resistance: what it is and what causes it.
- ☞ How to develop successful communication skills for the work world.
- ☞ Using the subconscious/visualization/keying for personal/social/financial power.

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# HOW TO MAKE THIS PROGRAM A SUCCESS

You are about to be introduced to the simplest, quickest and most practical process for personal/team growth, communication and motivation in America today - a must for any bottom-line, people-centered, creative or action-centered person.

On the following pages you will **DISCOVER** the strengths of your's and other's communication style and motivational hot-buttons in a few minutes.

## STEP # 1

Fill out the **BENEFITS INVENTORY** on the next page. Answer the statements according to the importance to you.

## STEP # 2

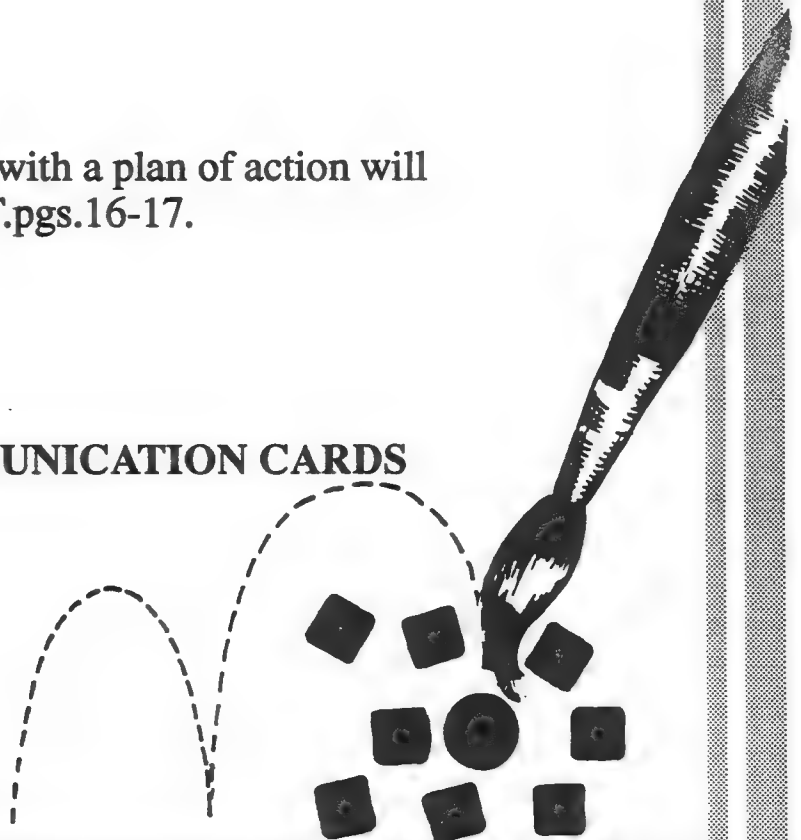
Consider how increased awareness with a plan of action will result in improved performance, P.T.pgs.16-17.

## STEP # 3

Arrange the four revealing **COMMUNICATION CARDS** as indicated, P.T.p.18.

## STEP # 4

Finally fill out the (P.T.p.20)  
**DISCOVER IDENTIFIER** form.





# BENEFITS

Heighten your awareness of behavioral differences of people. There are different strokes for different folks. Keep in mind when reviewing the following items that there are no right or wrong answers. The bottom-line is: *Does this statement have importance to you?*

**Step #1:** Read each item and indicate the importance to you with a check.

i.e.: Very Important \_\_\_\_ Important \_\_\_\_ Somewhat Important \_\_\_\_

**Step #2:** Rank a, b, c, d from 1 to 4 according to importance to you in the rectangle provided **BEFORE EACH ITEM.** (#1 would be most important).

☐ a) If I were to show you a way that would give you more respect, make you a powerful leader in your personal/educational/business life, establish stability, law and order around you, give you power/status/control over people, give you bottom-line results....would that be of value to you?

☐ Very Important \_\_\_\_ Important \_\_\_\_ Somewhat Important \_\_\_\_

☐ b) If I were to show you a way that would assist you to build a strong team, create harmony at home/work/recreation, establish caring relationships around you, make you feel good inside and make people feel good about you.....would that be of value to you?

☐ Very Important \_\_\_\_ Important \_\_\_\_ Somewhat Important \_\_\_\_

☐ c) If I were to show you a new/better way to understand/communicate with people, discover what makes people tick, help you predict their behavior, give you a new/creative approach to life, time to perfect all you wanted, give you complete freedom of thought.....would that be of value to you?

☐ Very Important \_\_\_\_ Important \_\_\_\_ Somewhat Important \_\_\_\_

☐ d) If I were to show you a way to deal with people that is filled with action, that you might use on the spur of the moment, is exciting/fun/never dull, give you the control over powerful/fast moving machines, that would allow you freedom of action/movement.....would that be of value to you?

☐ Very Important \_\_\_\_ Important \_\_\_\_ Somewhat Important \_\_\_\_

# EXPAND YOUR AWARENESS AND EXPERIENCE

## ✱ YOUR SLIGHT EDGE FOR SUCCESS ✱

**Y**our **WINNING COLORS** gives you a **SLIGHT EDGE** in getting along well with others. **WINNING COLORS** will help you get what you want and communicate successfully with your superiors, peers, staff, customers/clients and family.

In baseball, they average the number of times a player goes up to bat and the number of times he or she hits the ball. If a person hits the ball 2 times out of ten he or she will have a 2 batting average. If the player hits the ball 3 times out of ten there will be a 3 batting average and \$\$\$\$\$\$\$\$ more. The baseball player with a 3 batting average hits the ball *only one more time at every 10 times up at bat!* This is called the **SLIGHT EDGE**. **WINNING COLORS** shows you how to have the **SLIGHT EDGE** in **COMMUNICATION**.

### COMMUNICATION

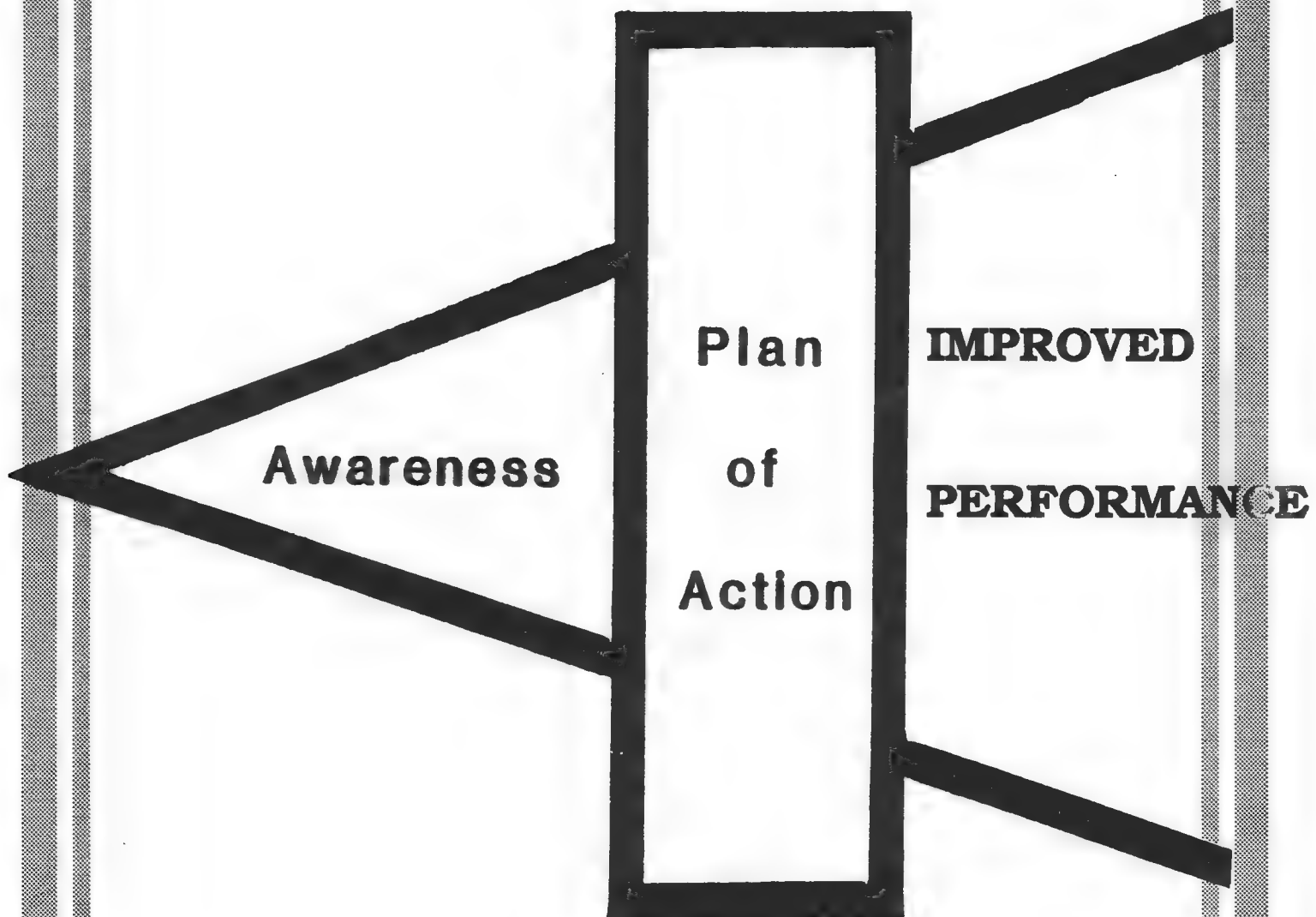
is the way you get your **IDEAS** and **FEELINGS** across to others.

You may have had difficulty in understanding other people's ideas and feelings because they act so differently from you. For example, some people like to talk and visit. Others are silent and think. Others like to get up in front of the group and are very funny. Others like to be in charge and lead.

Good **COMMUNICATION** takes three steps. (1) there is **AWARENESS**. By **AWARENESS** you notice the differences of ideas and feelings of others from yours. (2) there is a **PLAN OF ACTION**. Here you are taught words and ways of getting along well with people who communicate differently from you. (3) **IMPROVED PERFORMANCE** means that you will know more about yourself and other people, be happier, be a better leader, be liked by more people and have a lot more fun. (Look at the chart on the next page.)



# *WINNING COLORS*



**Discover**  
**Your Unlimited Potential For Success!**



# HOW TO BEGIN

- 1) Take the four color cards.
- 2) Place the four color cards before you with the cartoons face up.
- 3) Read the words and look at the cartoons.

**NOW ASK YOURSELF THIS QUESTION:  
WHICH CARD IS TRULY LIKE ME???  
WHICH CARD IS MY WINNING COLOR???**

**NOT** how I act because other people tell me  
how I should act!

**NOT** how I would like to act!

**BUT HOW I FEEL COMFORTABLE ACTING...**



**ARRANGE ALL FOUR CARDS AS  
YOU FEEL FROM THE INSIDE OUT.**

**READ** the back of your number 1 choice.  
Is this like you are? If not go through the cards again  
and choose another one.

**PUT THE NUMBERS YOU CHOOSE (1 to 4) IN THE  
SPACES BELOW:**

**BUILDER (BROWN) \_\_\_\_ RELATER (BLUE) \_\_\_\_**

**PLANNER (GREEN) \_\_\_\_ ADVENTURER (RED) \_\_\_\_**

# THE BEST OF BUSINESS PERSONS/EDUCATORS SAY THEY ARE IN TUNE.....BUT ARE THEY????

How good are you at identifying the best way to communicate?  
Guess the winning colors of those in your group.

## PLAY WINNING COLORS: THE ULTIMATE GAME

	BROWN	BLUE	GREEN	RED	
<u>NAME</u>	<u>BUILDER</u>	<u>RELATER</u>	<u>PLANNER</u>	<u>ADVENTURER</u>	<u>SCORE</u>
_____	_____	_____	_____	_____	
MY GUESS	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	
MY GUESS	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	
MY GUESS	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	
MY GUESS	_____	_____	_____	_____	_____

### INSTRUCTIONS:

**BLANK SPACES ABOVE MY GUESS:** Place the name of the persons you are guessing in the blank spaces.

**MY GUESS:** Write the order of cards in the blank spaces (1 to 4) as you think each person will arrange them.

**Have each person arrange the cards as THEY TRULY FEEL THEY ARE.**

Number them from 1 to 4. Place numbered arrangement next to their name.

Compare your guess with the actual arrangement of the cards.

### SCORE:

5 points if you guess their 1st choice.

4 points if you guess their 2nd choice.

1 point each if you guess their their 3rd and 4th choice.

You may score 5 points if their 1st and 2nd choice were the inverse of your choice. The backup is very important.

TOTAL POSSIBLE SCORE FOR EACH PERSON IS 11 POINTS.

NUMBER IN MY GROUP: \_\_\_\_ x 11 = POSSIBLE SCORE: \_\_\_\_ MY SCORE: \_\_\_\_



# DISCOVER

Your Communication Strength in 5 Minutes

Characteristics of Excellence Identifier Form



RELATER

BUILDER

ADVENTURER

PLANNER

Number the following words or phrases in each item (a, b, c, d) from 1 to 4, going across each line in **order of importance to you**. Number 1 would be the word or phrase that best describes **your feeling of comfort and what you like inside** — **NOT** how you would like to be — **NOT** how you act because of outside pressures, e.g., work.

Total the columns. The lowest score identifies your communication or Personality Language strength.

#1.

a) ☐ Be Prepared

b) ☐ Let's All Be Friends

c) ☐ Develop Better And More Logical Ways

d) ☐ Live Today And Don't Worry About Tomorrow

#2.

a) ☐ Telling People What They Should Do

b) ☐ Talking And Socializing With People

c) ☐ Understanding And Analyzing People's Behavior

d) ☐ Fun And Excitement With People

#3.

a) ☐ Saving

b) ☐ Giving

c) ☐ Budgeting

d) ☐ Spending

#4.

a) ☐ Leading

b) ☐ Relating

c) ☐ Planning

d) ☐ Exploring

#5.

a) ☐ Being Organized

b) ☐ Being Loved And Accepted

c) ☐ Being Correct And Competent

d) ☐ Being In Spontaneous Action

© 1984 Stefan

TOTAL: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TREND: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

COLOR: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Write/Call P.O. Box 46155 LA CA 90046 (213) 876-1729

Detach here

If you would like more information regarding "Personality Language" please fill in the following information or attach your business card.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_ COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ PHONE ( ) \_\_\_\_\_

## ✱ SCORING YOUR WINNING COLORS ✱

**STEP # 1:** Add up the 5 scores next to a). Place your result next to **TOTAL**.  
Do the same with b), c) and d).

**STEP # 2:** There are four words at the top of the form you filled out.....  
**RELATER, BUILDER, PLANNER, and ADVENTURER.**  
Put the word that you think fits under each column in the space marked **TREND**. *Do it now.*

**STEP # 3:** *Circle your lowest score.* This is your **STRENGTH**.

## DANGER! DANGER! DANGER!

This may have been the first time that you have looked at the good things about yourself. You may not be sure at first which word fits you. You may not be sure whether you are a **BUILDER.....RELATER.....PLANNER.....** or **ADVENTURER.....** This is O.K. Put down what you believe now!

As you **discover** more about yourself you may want to change your choice. You may do so at any time. **Remember** there is no right or wrong choice. You may **discover** that other people told you things about yourself that do not fit. **NOW** you may **Discover** what is good about you!



**STEP # 4:** Under column a) is **BUILDER** and the **COLOR** is **BROWN**.  
Under column b) is **RELATER** and the **COLOR** is **BLUE**.  
Under column c) is **PLANNER** and the **COLOR** is **GREEN**.  
Under column d) is **ADVENTURER** and the **COLOR** is **RED**.

**BROWN** is like the earth and shows leadership and strength.

**BLUE** is like the sky and shows openness and feelings.

**GREEN** is like the grass and shows growth and ability to change.

**RED** is like the fire and shows excitement, action and fun.

# WIN! WIN! WIN!

PLACE YOUR CHOICES  
FOR THE COLOR CARDS AND DISCOVER FORM BELOW:

☛ **COLOR CARDS (NUMBER 1 TO 4). 1 AS MOST LIKE YOU.**

BUILDER (BROWN) \_\_\_\_\_ RELATER (BLUE) \_\_\_\_\_  
PLANNER (GREEN) \_\_\_\_\_ ADVENTURER (RED) \_\_\_\_\_

☛ **DISCOVER FORM (PLACE YOUR SCORES BELOW)  
CIRCLE YOUR LOWEST CHOICE.**

BUILDER (BROWN) \_\_\_\_\_ RELATER (BLUE) \_\_\_\_\_  
PLANNER (GREEN) \_\_\_\_\_ ADVENTURER (RED) \_\_\_\_\_

COMPARE THE TWO. IF THERE IS A DIFFERENCE PICK THE ONE  
YOU THINK IS CLOSEST TO THE TRUE YOU. REMEMBER YOU MAY  
CHANGE YOUR CHOICE ANYTIME YOU DISCOVER MORE ABOUT  
YOUR TRUE SELF. YOUR SECOND CHOICE IS IMPORTANT TOO.  
THIS IS YOUR BACKUP STRENGTH.

## I AM PROUD OF THE TRUE ME!

PLACE YOUR FINAL CHOICE BELOW IN PENCIL SO YOU MAY  
ERASE IT IF YOU DISCOVER SOMETHING NEW ABOUT HOW YOU  
TRULY ARE INSIDE. YOU WILL BE ABLE TO REMOVE THE MASK.



☛ **THE FINAL WAY I SEE MYSELF IS:**

**BUILDER (BROWN)** \_\_\_\_\_  
**RELATER (BLUE)** \_\_\_\_\_  
**PLANNER (GREEN)** \_\_\_\_\_  
**ADVENTURER (RED)** \_\_\_\_\_





**I HAVE AN  
EMOTIONAL  
ATTACHMENT  
TO THAT WHICH  
I AM  
EXPOSED  
TO FIRST!**

**I HAVE AN EMOTIONAL ATTACHMENT  
TO THAT WHICH I AM EXPOSED TO FIRST!**

**THIS MEANS:**

***I USUALLY LIKE THOSE PEOPLE OR THINGS  
I COME IN CONTACT FIRST.***

**PUT A CHECK BY WHO OR WHAT YOU LIKE MOST:**

- |   |       |                      |       |
|---|-------|----------------------|-------|
| a) POTATOS  | _____ | b) RICE              | _____ |
| a) SPEAKING ENGLISH   | _____ | b) SPEAKING RUSSIAN  | _____ |
| a) ROCK MUSIC   | _____ | b) COUNTRY MUSIC     | _____ |
| a) UNITED STATES  | _____ | b) ENGLAND           | _____ |
| a) CALIFORNIA   | _____ | b) NEW YORK          | _____ |
| a) CHOCOLATE ICE CREAM  | _____ | b) VANILLA ICE CREAM | _____ |
| <input type="checkbox"/> a) PERSON # 1 (NAME IS _____ ) _____ |       |                      |       |
| OR  |       |                      |       |
| <input type="checkbox"/> b) PERSON # 2 (NAME IS _____ ) _____ |       |                      |       |

**WHO OR WHAT YOU CHOOSE  
DESIGNATES YOUR COMFORT ZONE.**

**BECAUSE YOU ARE ATTACHED TO SOME THINGS YOU MAY NOT  
EVEN LIKE OR RESPECT PEOPLE WHO ARE ATTACHED TO THINGS  
DIFFERENT FROM YOU!**

**THIS MAY STOP YOU FROM GETTING ALONG WITH SOME PEOPLE.  
WINNING COLORS WILL HELP YOU BEGIN TO SEE THAT EVEN  
THOUGH SOMETHING IS NOT FOR YOU, IT MAY BE FOR SOME-  
ONE ELSE. BOTH ARE O. K.**

**DIFFERENCES MAKE THIS WORLD A WONDERFUL PLACE.**

Garbage In...  
Garbage Out...





# ***INTRODUCING THE FOUR CHAMPIONS***



**OF**

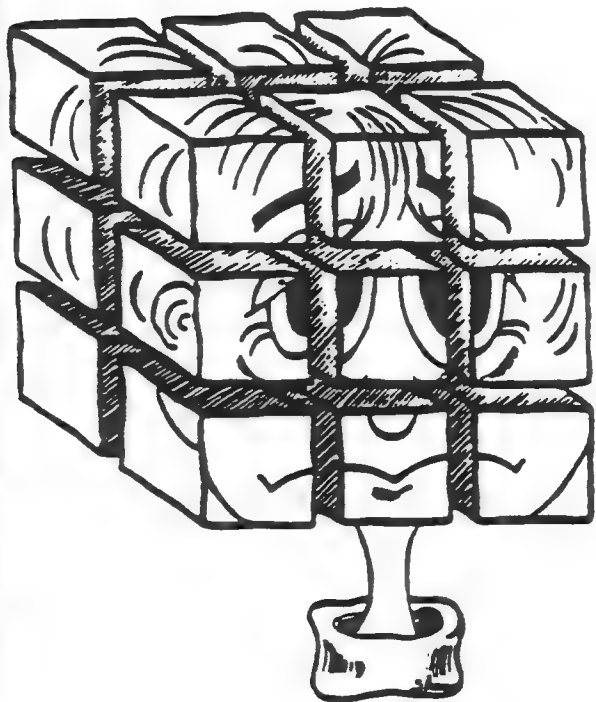
# **EXCELLENCE!**



**BUILDER**



**RELATER**



**PLANNER**



**ADVENTURER**

# Personality Language

**BUILDER VOCABULARY** should include such words as:

- \* organized \* responsibility \* duty \* saving \* results
- \* track record \* power \* law and order \* accountability
- \* prepared \* building \* clear cut \* authority \* leading \*

**COMMUNICATION KEY:** Down To Earth And Traditional



**RELATER VOCABULARY** should include such words as:

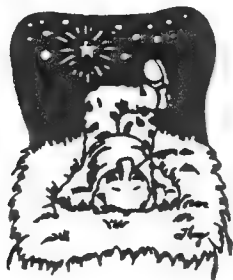
- \* friendly \* harmony \* people centered \* exterior detail
- \* togetherness \* group projects \* love \* being accepted
- \* giving \* honest feelings \* teamwork \* romantic \*

**COMMUNICATION KEY:** Emotions, Harmony In The Workplace,  
Friendly/Caring Personal Interactions

**PLANNER VOCABULARY** should include such words as:

- \* logical \* understanding \* analyze \* budgeting
- \* planning \* competency \* predict \* inner life
- \* cause \* innovative \* exactness \* thinking \*

**COMMUNICATION KEY:** Build An Atmosphere Of Freedom Of Thought



**ADVENTURER VOCABULARY** should include such words as:

- \* fun \* excitement \* spend \* adventure \* spontaneous
- \* action \* machines \* gamble \* fun \* change \* games \*

**COMMUNICATION KEY:** Freedom involving excitement and enjoyment



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# **MY BUILDER WORDS**

**CONTROL  
POWER  
RESULTS  
TRADITION  
BE PREPARED  
DUTY  
RESPONSIBLE  
DECISIVE  
DEPENDABLE  
PRODUCTIVE  
RIGHTS**

# **MY RELATER WORDS**

**FEELINGS  
EMOTIONS  
TOUCH  
FRIENDLY  
LOVE  
ROMANTIC  
WARM HEARTED  
AFFECTION  
HUG  
GIVING  
ADORABLE**

# **MY PLANNER WORDS**

**THINKING  
INVENTING  
CREATIVE  
MYSTERY  
BEING MY BEST  
KNOWING MORE  
PERFECTION  
DREAMING  
CHANGING AND  
IMPROVING  
REASONABLE**

**MY ADVENTURER  
WORDS**

**ACTION  
EXCITEMENT  
PLAYFUL  
FUN  
DOING  
CHALLENGE  
RISK  
FAST MACHINES  
THRILL  
DANGER  
PERFORM**



COLOR ME

Decisive...

Organized...

Prepared...

Saving...

Leading...

Results...

Investments

Plans

HONOR OF HONOR

We the People Responsible  
Clear Cut

Traditional... Building...  
Accountable... Law and Order...



# COLOR ME A BUILDER



**BUILDERS** are practical people who will build a business, a home, a school, a gang, a nation, a religion, a corporation or an empire. The Roman Empire was built on this organized practical level. All roads led to Rome. They have the innate ability to channel their energy in one direction until success is achieved.

**BUILDERS** build the Financial Empire of Wall Street. They are the Industrial Giants of Mass Production, the Super Businesses of Financial Prosperity, National Organized Education and the Structured Charitable Institutions of Parental Service on the community level. The Builder sets up the organized, structured assembly line that practically and sensibly pushes out products by the zillions. They are the advocates of the organizational person be he/she political, financial or religious. One prime example is McDonald's and their billion plus hamburgers.

Note the Builder atmosphere at work. Do you sit in rows? Is there a regular time schedule? What is authority like? Does management sit behind a desk when interviewing? Are results more important than people?

## ✻ HOW YOU WORK WITH BUILDERS....

If you desire to organize and order your life for financial success, observe and seek out the know-how of Builders. The first function of a wise person is to put things in order. Seek out their input as the best way to invest any money you have. Ask them what would be the best way to obtain a certain job that you want, how this job might be a stepping stone to future financial success and how you might advance in it.

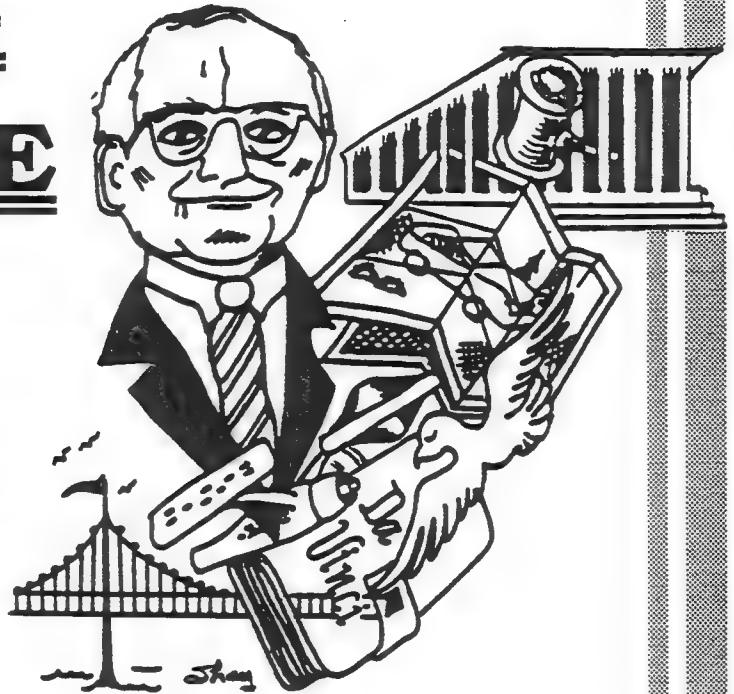
## ✻ IF YOU ARE A BUILDER....

Be aware of the possible exception to every rule. A tendency to organize, systematize, establish a pattern and continue in the same way, may have strong benefits but may lock out your ability to see the uniqueness of a given situation or person. Don't get into a rut! Recall that a rut is a coffin with the ends kicked out.

# **IACCOCA +++**

## **BOTTOM-LINE**

**B**uilders want the bottom-line. They do not like it when you beat round the bush. "What is it you want? Get to the point!" is their constant question when you give vague or unclear requests. If you insist on giving numerous details or base your requests on a pure humanitarian basis, you will have little chance of being heard.



Iaccoca revitalized Chrysler Corporation with Builder concrete action steps that attained results. Notice how successfully, and in the same way, he headed the committee for the repairing of the Statue of Liberty.

### **\* YOUR STRATEGY WITH BOTTOM-LINE BUILDERS...**

Before approaching any Builder, make a clear outline of what you want. Boil it down to the bare essentials. Present your request in an organized and step-by-step fashion. For example, if you are applying for a job and the interviewer is a Builder, make sure you have a well-organized resume and are able to state exactly what you want. State your qualities and how you are able to contribute to the company's/organization's profit and success. If you are asking a Builder employer's/professor's/teacher's evaluation, be concise and make a balanced presentation.

### **\* IF YOU ARE A BUILDER...**

Your tendency for the bottom-line may make you appear cold and unconcerned about people. If you do not temper your communication with warmth you will drive people away from you (Compare the personality of President Reagan and that of General Patton.) You may defeat the possibility of obtaining successful results.

## **HOLD EVERYTHING!**

# TRADITION

## BORN IN THE U.S.A.

## BRUCE SPRINGSTEEN

**T**radition and patriotism are part and parcel of the Builders' way of life. Whether it is rebuilding a national monument as an Iaccoca or concern for the nation's "dead man's town" of Bruce Springsteen, Builders will always champion traditional causes and national pride.

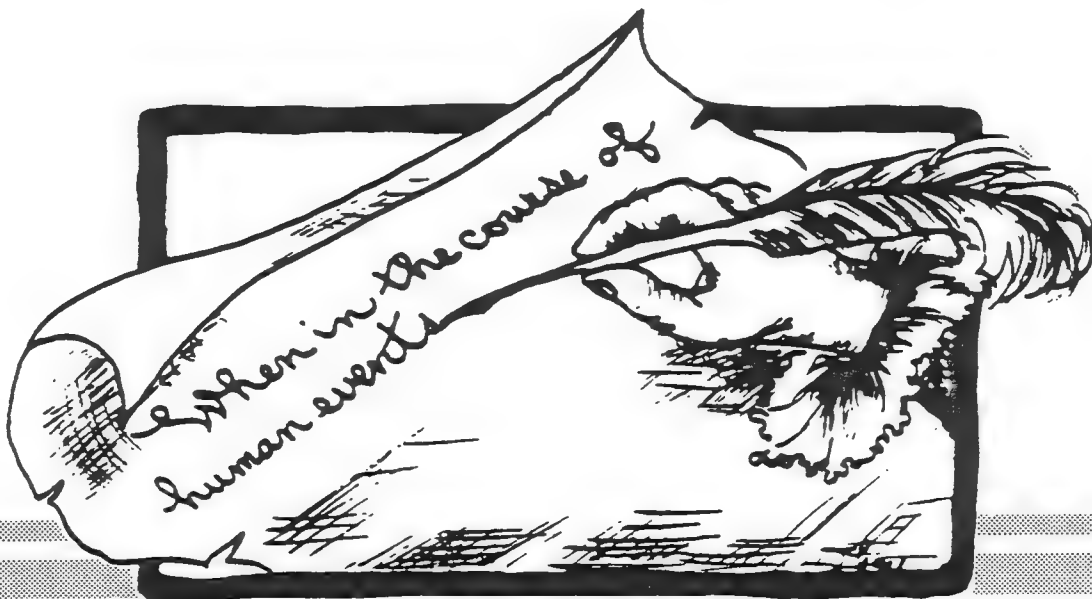
Builders are very status conscious. Respect should be given to one's elders and authority. That respect must be gained through a tradition of hard work, responsibility and accountability to the home, school, business and nation.

### ✱ YOUR STRATEGY WITH A TRADITIONAL BUILDER...

Be well aware of the traditions that the particular Builder you are communicating with has invested in over the years. What are the family, school company or organizational traditional values?. If you wish to remain on their good side, recognition of their title and due respect for their age and accomplishments are critical.

### ✱ IF YOU ARE A BUILDER....

Your emphasis on tradition may block out possible progress. Always ask yourself if this new idea may strengthen the bottom-line results you wish to attain.





# **BUILDER - BROWN**

## **DOWN TO EARTH & TRADITIONAL**

☞ **COMFORT ZONE:** Orderly, structured procedures at work/home/socially recreation - organization/company/family pride - prefers input and procedures that have a solid, traditional, stable foundation - importance of discipline, routine - desk in position of authority - conservative dress & hair styles - everything must indicate status, i.e., home family clubs.

☞ **DEMANDS ON PEOPLE:** Duty conscious - obedient - respect - success oriented, hard working - reliable, prepared, responsible - finish projects/assignments within time limits - reports must be neat, concise and on time.

### **HOW TO BUILD/REINFORCE SELF-ESTEEM/SUCCESS/MAXIMUM/PRODUCTIVITY IN OTHERS**

## **HOT BUTTONS**

### **FOR BUILDERS - BROWN**

#### ☞ **Consider what motivates you and apply it**

- \* take a bottom-line approach to other Builders' communication...
- \* are duty conscious and are comfortable with rules and directions...
- \* allow accountable and responsible positions according to talents...
- \* explain directions in a step by step concrete fashion...
- \* treat in the right and proper way...
- \* give them status/control over people or things according to their people skills...
- \* have a concrete reward system...
- \* establish a stable structured home/social/work situation...
- \* let them know what is expected of them...
- \* establish daily routines and give step by step concrete explanations...
- \* never embarrass or cause them to loose face in front of their peers...

## **FOR PLANNERS - GREEN**

### **☞ Give ample time and allow freedom of thought**

- \* take a serious approach to Planners' communications. Don't overpower them...
- \* take a thoughtful, calm, cool and collected interest...
- \* practice patience, allow and encourage personal creativity...
- \* design work that allows three times the time that Builders take...
- \* note time constraints limits your Planners' productivity and does not indicate their capacity to be of service...
- \* give ample warning before calling them to speak in public...
- \* create a circle at meetings and go around it for comments making sure you place Planners near the middle or end...
- \* giving harsh bottom-line treatment causes withdrawal/feelings of inadequacy and incompetent work...

## **FOR ADVENTURERS - RED**

### **☞ Provide an atmosphere of freedom of action**

- \* take a light-hearted/fun/action approach to Adventurers' communications...
- \* speak to the here and now as Adventurers want immediate satisfaction...
- \* develop a flexibility in response to their constant changing...
- \* unless you are willing to develop your skills for coping with spontaneous action you will be one of the major sources for encouraging turn over and delinquency/criminal actions...
- \* involve them in any positive action situation. Call on them in a crisis..
- \* create result-oriented action situations according to the family's, club's, company's or organization's goals...
- \* allow them to play a "staring" role on any occasion possible...
- \* check and make sure they are in action situations, provide exercise areas and home/work/recreational/social occasions to let off steam...

## **HOT BUTTONS FOR RELATERS - BLUE\***

### **☞ Develop your people skills & respond positively to emotions**

- \* take a friendly approach to your Relaters' communication
- \* provide a social atmosphere and occasions for them to interact...
- \* respect your Relaters' feelings or they'll live in fear...
- \* give genuine concern, a smile, a kind word...
- \* allow them time to talk with their friends such as discussion groups...
- \* give occasions for emotional outlets...
- \* smile when passing and congratulate them on various occasions especially when they least expect it...
- \* if younger, control is needed but do it warmly and lovingly...

## ✱ HOW YOU LEARN BUILDERS' SKILLS.... ✱

### HERE IS HOW YOU DO IT!

LOOK OVER THE WORDS THAT DESCRIBE THE WINNING COLORS OF BUILDERS. CHOOSE ONE THAT YOU WANT TO HAVE. BUILD AN AFFIRMATION (A powerful POSITIVE statement of what you want!)

**EXAMPLE:** You **CHOOSE** to be able to stand up in front of a group and say what you want clearly, quickly and with great confidence.

**AFFIRMATION:** I FEEL A SENSE OF POWER, AM CALM AND COOL WHEN I STAND UP IN FRONT OF A GROUP TO SPEAK.

**\*\*\* PUT THIS AFFIRMATION ON A 3" BY 5" CARD. \*\*\***

- 1) **REPEAT** the Affirmation, picture yourself in the front of a group speaking up as you have described and feel inside yourself the power and pleasure of doing it and succeeding.
- 2) **REPEAT** this process in the morning when you get up and the evening before going to bed. **THINK IT! SEE IT! FEEL IT! KEY IT IN!**
- 3) You **KEY IN** by associating the phrase with a body signal such as touching the thumb and forefinger together. If you have **KEYED** strong enough simply give the body signal to acquire the success feeling.

**WHY DOES THIS WORK?** When you practice doing an action right in the imagination and recording it in the body memory, it is like doing it. The more often you practice what you want in this way the easier you will do it.

☞ **Here are some suggested Builder affirmations.....**

- ☞ I enjoy presenting what I want in an organized step by step fashion.
- ☞ I am number 1. I am a powerful winner.
- ☞ I am electric. People (name) respect and follow me.
- ☞ When I act, I act getting the result (name it) I want.
- ☞ I have a sense of power in being accountable and responsible for the acts (name the acts) I choose to do.

**NOW WRITE SOME AFFIRMATIONS OF YOUR OWN ON CARDS.**

# COLOR ME

People Centered Togetherness  
Being Accepted... Teamwork  
Group Projects



Emotions. Harmony in the workplace  
Friendly. Personal Interactions...



# COLOR ME A RELATER



**R**elaters are people centered. Their warmth makes you feel wanted. They show you that they care. They temper the sternness of the Builder, the seriousness of the Planner and the playfulness of the Adventurer. The majority have the skill to make everyone feel at home and more at harmony in the group. They like to join clubs, be in discussion groups and go to parties. Encounter groups as well as religious groups offering an opportunity for deeper experiential relationships, attract them.

## ✻ HOW YOU WORK SUCCESSFULLY WITH RELATERS...

Given proper direction, Relaters make excellent arbitrators. They equalize the static filled air. They are very helpful in getting strangers to mix in any social group.

## ✻ IF YOU ARE A RELATER...

Beware Relaters, of the group you want to join. Check it out. It may be a group like that of Jim Jones which resulted in the mass deaths in Ghana. Read the history of Neville Chamberlain, who came back to England waving a treaty of peace that he had just signed with Hitler, exclaiming "Peace In Our Time!" which was really "Peace At Any Cost!"

# CONCERN FOR PEOPLE

## A RESCUER IN CASE

## OF FLAT TIRES

**R**elaters are very giving and are quick to come to the rescue of anyone in need. They will be the first to approach those who have an accident. They will stop when no one else will. When you are stopped on a rainy night with a flat tire or you are out of gas, your best chance of help will come from a Relater. Accordingly, Relaters will dispense their acts of kindness in a friendly, warm way. You will feel that, rather than putting them out, you are actually doing them a favor by allowing them to help you. In contrast, Builders will perform the same act in a rather cold, calculating manner, while Planners will do it in a concerned and understanding way. They like many friends.

### ✻ YOUR STRATEGY WITH RESCUERS....

If you are working with Relaters, make sure you provide occasions for them to help out. This will help develop their self-esteem and fulfill their need to be wanted.

### ✻ IF YOU ARE A RELATER....

Develop and take pride in your gift for responding to the needs of your fellow man. Learn how to say no on occasions. As you know, sometimes people may take advantage of your good-hearted nature. If you are exploited, you will be too burdened and be little help to anyone.



# **A LITTLE LEARNING IS A DANGEROUS THING**

**R**elaters are usually concerned with feelings, emotion or the exterior reaction and sometimes miss what is going on behind the scenes. Their objective judgment sometimes becomes clouded because of emotional entanglement. They become so occupied with the quarter of the pie that they miss the whole pie. "A little learning is a dangerous thing. Drink deep or taste not of the Pierian Spring!"

## **FEELINGS**

Generally, as their actions are based on feelings, before they have mastered one job or subject, their interests change as new opportunities capture their attention. What they usually want is light work which will attract a lot of attention. They love the burst and flare of fireworks. Deep continuous thought is not for them. They are like a flashing flame, lacking the continuous warmth of the hearth.



### **✱ YOUR STRATEGY WITH EMOTIONAL RELATERS...**

Be aware of advice or suggestions given by the Relater. It may be from the emotional level rather than the practical. Relaters have a good grasp of exterior detail but often miss what lies below the surface.

### **✱ IF YOU ARE A RELATER...**

Make sure that you have the viewpoints of others who are not Relaters before taking action in important matters. Above all, take an in-depth course concerning active, empathic listening. Check with a Planner.



# **RELATER - BLUE**

## **FRIENDLY/EMOTIONAL PERSONAL INTERACTIONS**

☞ **COMFORT ZONE:** Supportive, friendly atmosphere- emotions are critical - people slogans and posters - harmonious home/teamwork - vocal exchanges such as discussion groups - wants people to like him/her - prefers procedures that are people centered/humanistic - importance of friendliness, sharing - makes self accessible to personal as well as work needs of people - brightly well colored coordinated dress.

☞ **DEMANDS ON PEOPLE:** Share ideas and feelings, enthusiasm, harmony - speak out in meetings/at home - emotional appreciation - emphasis on exterior detail such as how the report looks, how people are dressed - be democratic.

### **HOW TO BUILD/REINFORCE SELF-ESTEEM/SUCCESS/MAXIMUM PRODUCTIVITY IN OTHERS**

## **HOT BUTTONS**

### **FOR RELATERS - BLUE**

☞ **Consider what motivates you and apply it**

- \* take a friendly approach to other Relaters' communication
- \* provide a social atmosphere and occasions for them to interact...
- \* respect other Relaters' feelings by not imposing your feelings on them...
- \* give genuine concern, a smile, a kind word and do not dominate the conversation...
- \* allow them time to talk with their friends such as discussion groups...
- \* give occasions for emotional outlets and freedom of their personal expression...
- \* smile when passing and congratulate them on various occasions especially when they least expect it...
- \* if younger, control is needed but do it warmly and lovingly...



## **FOR BUILDERS - BROWN**

### **☛ Down to earth and traditional**

- \* any approach should be made in a strong, non emotional way...
- \* take a bottom-line approach to the Builders' communication...
- \* are duty conscious and are comfortable with rules and directions...
- \* allow accountable and responsible positions according to talents...
- \* explain directions in a step by step concrete fashion...
- \* treat in the right and proper way...
- \* give them status/control over people or things according to their people skills...
- \* have a concrete reward system...
- \* establish a stable structured home/social/work situation...
- \* let them know what is expected of them...
- \* never embarrass or cause them to loose face in front of their peers...

## **FOR PLANNERS - GREEN**

### **☛ Give ample time and allow freedom of thought**

- \* take a serious approach to Planners' communications - be careful of your emotions...
- \* take a thoughtful, calm, cool and collected interest...
- \* practice patience, allow and encourage personal creativity...
- \* design work that allows three times the time that Builders take...
- \* note time constraints limits Planners' productivity and does not indicate their capacity to be of service...
- \* give ample warning before calling them to speak in public...
- \* create a circle at meetings and go around it for comments making sure you place Planners near the middle or end...
- \* giving harsh bottom-line treatment causes withdrawal/feelings of inadequacy and incompetent work...

## **FOR ADVENTURERS - RED**

### **☛ Provide an atmosphere of freedom of action**

- \* take a light-hearted/fun/action approach to Adventurers' communications...
- \* speak to the here and now as Adventurers want immediate satisfaction...
- \* develop a flexibility in response to their constant changing...
- \* unless you are willing to develop your skills for coping with spontaneous action you will be one of the major sources for encouraging turn over and delinquency/criminal actions...
- \* involve them in any positive action situation. Call on them in a crisis..
- \* create result-oriented action situations according to the family's, club's, company's or organization's goals...
- \* allow them to play a "staring" role on any occasion possible...
- \* check and make sure they are in action situations, provide exercise areas and home/work/recreational/social occasions to let off steam...



### ✱ HOW YOU LEARN RELATERS' SKILLS.... ✱

REVIEW PAGE 39, BUILDING AFFIRMATIONS

REMEMBER TO MAKE THE STATEMENT POSITIVE, PRESENT  
AND AS IF THE ACTION HAS ALREADY BEEN COMPLETED.

Here are some suggested Relater affirmations.....

- ☞ I enjoy taking the time to help (names) those in need.
- ☞ I am a positive, happy and joyful person.
- ☞ I take pride in relating in an honest and open manner to (name).
- ☞ I am a warm, gentle and gracious person with all (names) I meet.
- ☞ I enjoy introducing people and making them feel good.

NOW WRITE SOME AFFIRMATIONS OF YOUR OWN ON CARDS

# COLOR ME

Logical... Understanding... Analyzing  
Budgeting... Competent... Predicting  
Caring... Inner Life...



# COLOR ME A PLANNER

**P**lanners are prone to a lot of personal thinking. They want to cover all the details as a constant tumbling of ideas take place in their minds. As a result, they generally ignore the external. They do not use their five exterior senses to the extent of the Relater.

However, their internal sense is perceptive, quick and profound. This is the contradiction: they note interior rather than exterior detail. It is not uncommon to see clothes mismatched or even two differently colored socks. Sometimes this distraction may be of a more serious nature. They become so involved inside themselves that they may have a serious mishap, e.g., driving a car. This may lead to many accidents in their daily lives. On exams, the need to cover all details rather than get to the bottom-line may lose them precious marks in a Builder atmosphere where little appreciation of the creative process is neither recognized nor rewarded. Usually it is necessary to communicate and approach the Planner first.

## ✱ HOW TO WORK SUCCESSFULLY WITH A PLANNER...

Remember that harsh anger at children for spilling milk because of distractions will only increase the Planners' withdrawal. Realize that it takes a Planner a longer time to accomplish a task or write an exam. It is not a matter of intelligence but personality. Patience is the watchword in working with a Planner.

## ✱ IF YOU ARE A PLANNER...

Practice and make it a daily challenge to remember exterior details, e.g., faces, names, clothing. Practice the People Watcher's List daily. It would be a good idea to take questions that may be on an exam or on a job interview and bottom-line the answers. Ask a Builder who does well on such occasions to give you examples.





# NEW AND BETTER WAYS

## CATCH THE BOAT

**T**he Planners' keen vision and thoughtful considerations enable them to see what is across the stream before others may. They are the discoverers of new and better ways. They are visionaries but usually are not very practical. It often times happens that, by the time they make up their minds to cross the river, others have taken their ideas and insights and run with them! They are people of missed opportunities. Usually they become quite upset when others have stolen their ideas. In my own experience an acquaintance (Planner) developed an innovative, exciting motivational program. He has made an excellent living and gained national prominence. However, another acquaintance, (Builder) sat through his program and copiously integrated his material into an action-packed seminar that he put into a video format within a decade. The Builder is a millionaire with hundreds of staff members making him a further fortune. The Planner while living comfortably, is still a one-person business.

### ✱ YOUR STRATEGY WITH A PLANNER'S IDEAS....

Listen and put Planners' ideas into concrete, practical use. If you wait for them to implement their ideas, either you will find they have been discovered by others or you will be old and grey.

### ✱ IF YOU ARE A PLANNER....

**JUMP INTO THE WATER!**

**THE ODDS ARE WITH YOU!**

***Look into  
the unknown!***



# **BELIEVE IN MAGIC**

## **MICHAEL JACKSON AND**

## **DISNEYLAND**

**O**ne of the greatest assets of Planners is a strong, creative, vivid imagination. It produces a Thriller, Captain EO and the magic of Disneyland. This creativity has both its advantages and disadvantages. The world's greatest artists, poets, writers and scientists have been Planners. However, with low self-esteem, this fertile imagination may create a world of monsters and demons that self-destruct! The contemporaries of Van Gogh hung his painting upside down in order to give public testimony as to their presumably poor artistic quality.

Because of their ability to imagine in depth, they see the inner logical future conclusions or results of the present. Leonardo de Vinci's diagram of the airplane centuries before its invention illustrates this. The works of Jules Verne and other science-fiction writers are other examples.

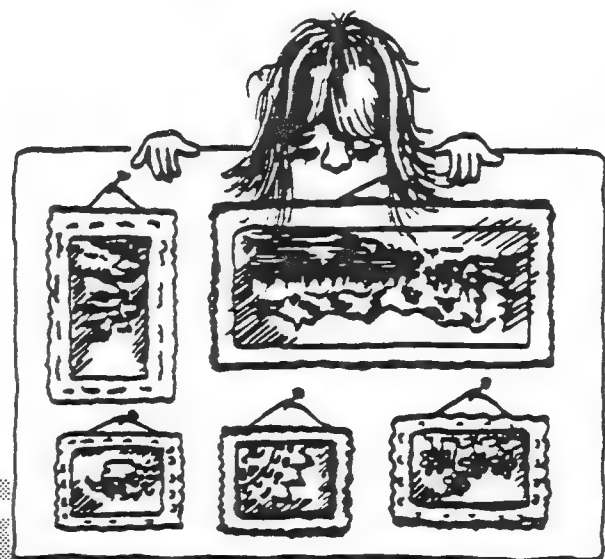
On the other hand, they may be given to brooding and daydreaming. They may truly live the Secret Life of Walter Mitty without any fruition or growth. Their imagination may also make mountains out of molehills. Combine this with their characteristic of suspicion, and a tired remark by you may be exaggerated into a personal attack of hatred and revenge.

### **✻ YOUR STRATEGY WITH AN IMAGINATIVE PLANNER...**

Be aware of the Planners' tendency to exaggerate real and imagined offenses. Don't be fooled by the cool, calm exterior. Take advantage of their creative imaginations: they will probably be ahead of their time.

### **✻ IF YOU ARE A PLANNER....**

It is an absolute necessity for you to check out both real and imagined insults. Without personal insight, you may be embarrassed to discover the offenses to be exaggerated fiction.



# **PLANNER - GREEN**

## **BUILD AN ATMOSPHERE OF FREEDOM OF THOUGHT**

☞ **COMFORT ZONE:** Open to new/creative ideas - abstract thinking - the latest and most innovative procedures/product - prefers creative subject input that challenges the mind - quiet time - abhors triviality - not too concerned about dress, hair style or exterior details - future oriented (visionary) - science fiction and exploration of space - revolutionary

☞ **DEMANDS ON PEOPLE:** Creative thinking - work alone - develop the mind and reasoning process - be logical - long and detailed explanations/reports/meetings

## **HOW TO BUILD/REINFORCE SELF-ESTEEM/SUCCESS/MAXIMUM PRODUCTIVITY IN OTHERS**

# **HOT BUTTONS**

## **FOR PLANNERS - GREEN**

☞ ☞ **Consider what motivates you and apply it.**

- \* take a serious approach to Planners' communications...
- \* take a thoughtful, calm, cool and collected interest. Don't dominate with your ideas...
- \* practice patience, allow and encourage personal creativity...
- \* design work that allows three times the time that Builders take...
- \* note time constraints limits Planners' productivity and does not indicate their capacity to be of service. Make sure you take action and not end up in just planning...
- \* give ample warning before calling them to speak in public...
- \* create a circle at meetings and go around it for comments making sure you place Planners near the middle or end...
- \* giving harsh bottom-line treatment causes withdrawal/feelings of inadequacy and incompetent work...

## **FOR BUILDERS - BROWN**

### **☛ Down to earth and traditional**

- \* any approach should be made in a strong, forceful way...
- \* take a bottom-line approach to the Builders' communication, skip the details...
- \* are duty conscious and are comfortable with rules and directions...
- \* allow accountable and responsible positions according to talents...
- \* explain directions in a step by step concrete fashion...
- \* treat in the right and proper way...
- \* give them status/control over people or things according to their people skills...
- \* have a concrete reward system...
- \* establish a stable structured home/social/work situation...
- \* let them know what is expected of them...
- \* never embarrass or cause them to loose face in front of their peers...

## **FOR ADVENTURERS - RED**

### **☛ Provide an atmosphere of freedom of action**

- \* take a light-hearted/fun/action approach to Adventurers' communications...
- \* speak to the here and now as Adventurers want immediate satisfaction...
- \* develop a flexibility in response to their constant changing...
- \* unless you are willing to develop your skills for coping with spontaneous action you will be one of the major sources for encouraging turn over and delinquency/criminal actions...
- \* involve them in any positive action situation. Call on them in a crisis...
- \* create result-oriented action situations according to the family's, club's, company's or organization's goals...
- \* allow them to play a "staring" role on any occasion possible...
- \* check and make sure they are in action situations, provide exercise areas and home/work/recreational/social occasions to let off steam...

## **FOR RELATERS - BLUE**

### **☛ Consider what motivates you and apply it**

- \* take a friendly approach to other Relaters' communication - emotions are critical...
- \* provide a social atmosphere and occasions for them to interact...
- \* respect the Relaters' need to express feelings and you to respond...
- \* give genuine concern, a smile, a kind word...
- \* allow them time to talk with their friends such as discussion groups...
- \* give occasions for emotional outlets and freedom of their personal expression...
- \* smile when passing and congratulate them on various occasions especially when they least expect it...
- \* if younger, control is needed but do it warmly and lovingly...





✻ **HOW YOU LEARN PLANNERS' SKILLS....** ✻

REVIEW PAGE 39, BUILDING AFFIRMATIONS

REMEMBER TO MAKE THE STATEMENT POSITIVE, PRESENT  
AND AS IF THE ACTION HAS ALREADY BEEN COMPLETED.

Here are some suggested Planner affirmations.....

- ☞ I enjoy listening/picking up the underlying messages (name) people send.
- ☞ My imagination is strong, creative and vivid making affirmations fun.
- ☞ My keen vision and thoughtful thinking helps me to discover new and better ways of doing things.
- ☞ I look before I leap. I enjoy being a Possibility Thinker.

NOW WRITE SOME AFFIRMATIONS OF YOUR OWN ON CARDS

COLOR ME  
Spontaneous...

Adventure

Excitement...

Machines... Fun

Change

Challenge

Action

Risk

Freedom involving excitement, enjoyment



# COLOR ME AN ADVENTURER

**L**et's get this show on the road! The magic word is excitement! "Move it, man, move it!" The following distinction is critical when dealing with an Adventurer. Excitement is the key. Things are done because of the excitement involved in the urge or whim of the moment. The whim may or may not be beneficial to someone else. This is beside the point. They have the spirit of the astronauts. Space is their new frontier.

## ✱ HOW TO WORK WITH AN ADVENTURER....

As long as the action is exciting, the Adventurer is an excellent person for the job. Make sure you have the reins well in hand. Above all, make sure that the action is directed toward the end result you wish to attain. It will be up to you to focus the action.

## ✱ IF YOU ARE AN ADVENTURER....

It would be prudent for you to check out where your excitement is leading you. The pay off will be that you will venture into positive actions that will lead you to both more of the same and to appreciation.

**WHEN YOU'RE  
GREEN  
YOU GROW!  
WHEN  
YOU'RE RIPE  
YOU ROT!!!**



# ACTION

## CLIMB THE HIGHEST MOUNTAIN

**T**iredness, hunger and pain are all part of the adventure. Hardship is to be endured for it is the cost of the action and excitement. Discomfort is part and parcel of the glory of climbing Mount Everest. The more rugged the sport, the better!

### ✱ YOUR STRATEGY WITH AN ADVENTURER....

If the action demands endurance, you can be assured that once the Adventurers commit themselves, they will out-last all the others. To be tackled is part and parcel of their life.

### ✱ IF YOU ARE AN ADVENTURER....

Choose your adventure well and as you desire fame you will be listed among the great explorers and frontiersmen of history. Probably space will be your new challenge and frontier.





# **FREEDOM**

## **DON'T FENCE ME IN**

**A**n old song, made famous by Bing Crosby, expresses the basic value of the Adventurer: Absolute Freedom of Action. Adventurers are the advocates of a laissez faire world. "Give me land, lots of land under starry skies above. Don't fence me in!. Let me ride to the wide open country that I love. Don't fence me in!" Movement is the goal, not movement toward a goal or productivity. The advantage is that the Adventurer is not bound by tradition or a style of life that brings mental death and boredom to many others. The Builder may stay at a job because of the sense of duty; the Relater because of attachment to people; the Planner because of the investment in details; but the Adventurer substitutes dreaming for something over the rainbow by flying over it.

### **YOUR STRATEGY WITH THE ADVENTURER....**

Because of the ease with which they might sever social ties, Adventurers may be insensitive to the pain caused. They may walk away from school, friends, family, job or situation without a backward glance. Responsibilities may be tossed to the winds as quickly as they are assumed. Direct their energy in a positive way, don't block it!

### **IF YOU ARE AN ADVENTURER....**

It would be profitable for you to seek out the input of a Relater in dealing with people. Note that the action that you are involved in might be building a "Third Reich!" The GANG you choose may destroy you.

*WOW!*

# **ADVENTURER - RED**

## **BUILD AN ATMOSPHERE**

☞ **COMFORT ZONE:** Action, unstructured work situations - movers - prefers procedures that are useful, dynamic, practical and hands-on - importance of spontaneity - here and now are important - be on stage - touch

☞ **DEMANDS ON OTHERS:** Action oriented - spontaneous responses - respond quickly to curves - be competitive - be on stage at a moments notice - pick up the pieces - fun and light-hearted attitude - take a joke - pick up the pieces and clean up the mess

## **HOW TO BUILD/REINFORCE SELF-ESTEEM/SUCCESS/MAXIMUM PRODUCTIVITY IN OTHERS**

# **HOT BUTTONS**

## **FOR ADVENTURERS - RED**

☞ **Consider what motivates you and apply it**

- \* take a light-hearted/fun/action approach to Adventurers' communications...
- \* speak to the here and now...
- \* be as flexible as they are to changing action, be careful of the action's direction...
- \* direct spontaneous action towards positive goals or you will be one of the major sources for encouraging turn over and delinquency/criminal actions...
- \* involve them in any positive action situation. Be careful not to get caught in the thrill...
- \* create result-oriented action situations according to the family's, club's, company's or organization's goals...
- \* allow them to play a "staring" role on any occasion possible...
- \* check and make sure they are in positive action situations, provide exercise areas and home/work/recreational/social occasions to let off steam...

## **FOR RELATERS - BLUE**

### **☞ Develop your people skills & respond positively to emotions**

- \* take a friendly, honest approach to Relaters' communications,,,
- \* provide a social atmosphere and occasions for them to interact...
- \* respect Relaters' feelings, don't make fun of emotions or joke around...
- \* give genuine concern, a smile, a kind word and do not dominate the conversation...
- \* allow them time to talk with their friends such as discussion groups...
- \* give occasions for emotional outlets and freedom of their personal expression...
- \* smile when passing and congratulate them on various occasions especially when they least expect it...
- \* if younger, control is needed but do it warmly and lovingly...

## **HOT BUTTONS FOR PLANNERS - GREEN**

### **☞ Provide an atmosphere of freedom of action**

- \* take a serious approach to Planners' communications...
- \* take a thoughtful, calm, cool and collected interest, practice your listening skills...
- \* practice patience, allow and encourage personal creativity...
- \* design work that allows three times the time that Adventurers take...
- \* note time constraints limits Planners' productivity and does not indicate their capacity to be of service...
- \* give ample warning before calling them to speak in public...
- \* create a circle at meetings and go around it for comments making sure you place Planners near the middle or end...
- \* practical jokes and teasing causes withdrawal/feelings of inadequacy and incompetent work...

## **FOR BUILDERS - BROWN**

### **☞ Down to earth and traditional**

- \* any approach should be made in a strong, forceful way...
- \* take a bottom-line approach to the Builders' communication, skip the jokes...
- \* be duty conscious and are comfortable with rules and directions...
- \* allow accountable and responsible positions according to talents...
- \* explain directions in a step by step concrete fashion...
- \* treat in the right and proper way...
- \* give them status/control over people or things according to their people skills...
- \* have a concrete reward system...
- \* establish a stable structured home/social/work situation...
- \* let them know what is expected of them and show you are responsible...
- \* never embarrass or cause them to loose face in front of their peers...



## ✱ HOW YOU LEARN ADVENTURERS' SKILLS ✱

REVIEW PAGE 39, BUILDING AFFIRMATIONS

REMEMBER TO MAKE THE STATEMENT POSITIVE, PRESENT  
AND AS IF THE ACTION HAS ALREADY BEEN COMPLETED.

Here are some suggested Adventurer affirmations.....

- ☞ I take tiredness, hunger and pain in my stride as I climb to the top.
- ☞ I enjoy living the present moment to its fullest.
- ☞ I am a fun person to be with at all times.
- ☞ I share my possessions and abilities with my fellow humans.
- ☞ I control and have a sense of power over the machines I operate.

NOW WRITE SOME AFFIRMATIONS OF YOUR OWN ON CARDS





# **BOW! WOW!**



**W**hen one is dealing with a personality, it becomes necessary to speak that person's language if communication is to take place. Consider the story of the mother mouse and her young who came upon a cat. The cat's response was to immediately assume the crouch position ready to spring, his tongue quickly flicking back and forth anticipating hors d'oeuvres to the main course. The mother mouse stepped forth, drew herself up and let fly a marvelous roaring **BOW! WOW!** The cat executed an immediate 180 degree turn and took off in a dead run. The mother mouse turned to her young and, smiling gently, said, "It is good to know another's language!"

**In my opinion, one should consider this mother mouse for the diplomatic corps. She understood that while in Spain, one speaks Spanish; while in France, one speaks French; and when dealing with different personalities, one speaks their language!**



# ✱ **THE BOTTOM-BOTTOM-LINE** ✱

## ☞ **LEVEL ONE: *BASIC AWARENESS***

No personality is better than another. If you are happy where you are, fine. This is extremely important to remember. If you want to effect change, then mind set and affirmations are necessary.

If you are aware of your own communication style (emotionally attached behaviors) and are able to identify those of others, you have taken the first step to breaking your emotional attachment to your communication style. The next step is the insight that other personality styles are as valid as yours. The challenge will be to respect and work within the **WINNING COLORS** (Personality Language) of those you wish to communicate with successfully.

Your goal is to select the best qualities of the four personalities for personal development. You usually are a combination of two personalities, one dominating/one supporting with aspects of the others.

## ☞ **LEVEL TWO: *PERSONAL INTEGRATION***

A comprehensive program for personal integration of new communication skills (behaviors) is set forth in the hands-on **WINNING COLORS** program. By following the complete program over a month period, you will have the opportunity to develop some of the valued behaviors that you have examined in this initial awareness session. It is our goal that you will gain insight and understanding and the means to develop those personality qualities which will strengthen you as you take command of your life. To paraphrase Hemingway: Life breaks everyone of us at one time or another. Some of us grow stronger at those breaks.

There will be many future paths in your life. It is the purpose of these units to provide you with self-knowledge, so that when faced with life's challenges, you will make wise choices and have the tools to succeed in those choices.

**“...Two roads diverged in a wood  
...And I - I took the one less travelled by,  
...And that has made all the difference.”**

**Robert Frost**

## **HOW TO CHECK YOUR PROGRESS IN DEVELOPING NEW WINNING COLORS.....**

- 1) Evaluation tools: **Secret Personality Identifier List & Identifier Form.**
  - 2) What are they? They are a list of positive behavioral action words. are beneficial. One is not better than another!
  - 3) How does it work? Select as many persons as possible who seem to you to have very different personalities who:
    - ☛ a) have authority over you.
    - ☛ b) are under your authority.
    - ☛ c) are peers or friends.
- If a) or b) are not relevant to your situation increase c) category by the number of persons needed. For a valid assessment you should have at least ten personalities of each type in your sample (Builder/Relater/Planner/Adventurer.) The more people involved, the better.
- 4) Have these people fill out the **Identifier Form** to confirm their Personality Trend.
  - 5) Ask them to check the words in the **Secret Personality Identifier Form** that applies to you. Ask them to indicate the qualities they personally see in you. Ask them to be as candid as possible as there are no right or wrong answers. You want their truthful assessment of your qualities. All are positive so there is no possible insult.
  - 6) Note how Builders/Relaters/Planners/Adventurers see you! Note the difference in perception.
  - 7) Signify the qualities you wish to acquire. Use the methods in this program to help you. You may wish to develop certain Builder qualities or those of other trends.
  - 8) Two months after you have worked on developing your communication have the same people check the **Secret Personality Identifier Form** in your regard. For example, if you have worked on Builder qualities have the Builders complete the form.
  - 9) Evaluate your progress by comparing the pre and post evaluation.
  - 10) Just a few of the benefits to be gained:
    - ☛ a) You will have the tools for dealing with anyone effectively.
    - ☛ b) A powerful leadership style and team-building skills
    - ☛ c) The tools for dealing with various personalities effectively

# SECRET PERSONALITY IDENTIFIER LIST

☛ Check **EVERY** word description that best suits either *yourself* or the *behavior of the person who you wish to identify*.

☛ **REMEMBER** you are identifying clusters of learned behavior, **not pigeon-holing the person.**

☛ **Total each column:** The highest total indicates the strongest communication strength of the person as perceived by the marker.

## ♠ BUILDER

- ☐ prepared
- ☐ saves
- ☐ leader
- ☐ being in control
- ☐ dutiful
- ☐ sensible
- ☐ responsible
- ☐ power
- ☐ law & order
- ☐ dependable
- ☐ status
- ☐ track record
- ☐ authority
- ☐ tradition
- ☐ accountable

## ♥ RELATER

- ☐ friendly
- ☐ gives
- ☐ relater
- ☐ being accepted
- ☐ romantic
- ☐ harmonious
- ☐ loving
- ☐ sensitive heart
- ☐ emotional
- ☐ sympathetic
- ☐ honest feelings
- ☐ people centered
- ☐ exterior detail
- ☐ act as a team
- ☐ group projects

## ♣ PLANNER

- ☐ logical
- ☐ budgets
- ☐ strategist
- ☐ being perfect
- ☐ independent
- ☐ theoretic
- ☐ skeptical
- ☐ predicts
- ☐ thinker
- ☐ exactness
- ☐ creative
- ☐ analyzing
- ☐ interior detail
- ☐ innovative
- ☐ mastery

## ♦ ADVENTURER

- ☐ playful
- ☐ spends
- ☐ mover
- ☐ being spontaneous
- ☐ comradeship
- ☐ lighthearted
- ☐ exciting
- ☐ complete freedom
- ☐ action
- ☐ risks & chance
- ☐ fun & games
- ☐ fast machines
- ☐ quick
- ☐ merry making
- ☐ easy-come-easy-go

☛ Total checks: ♠ Builder \_\_\_\_ ♥ Relater \_\_\_\_ ♣ Planner \_\_\_\_ ♦ Adventurer \_\_\_\_

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# MY PERSONAL PLAN OF ACTION

The objective of your WINNING COLORS program is to enable you to apply successful communication KNOW-HOW in REAL LIFE situations at work, school and home. In order to empower you so that you might develop WINNING behaviors the following PLAN OF ACTION is suggested as a beginning.

**REMEMBER IT IS O.K. TO MAKE A MISTAKE.  
THIS IS A LEARNING PROCESS.**

Make four copies of THE BEST OF .... (p. 19).

## PROCEDURE:

Mark each page with BUILDER, RELATER, PLANNER, ADVENTURER.

Place 5 names of 5 people who you know who you believe are in each of the styles.

## EXAMPLE FOR YOUR BUILDER SHEET:

JIM	_____	___1___	___2___	___4___	___3___	
MY GUESS		___1___	___4___	___2___	___3___	___6___

## PLACE FIRST NAME AFTER NUMBER AS COMPLETED

Five BUILDERS	#1	_____	#2	_____	#3	_____	#4	_____	#5	_____
Five RELATERS	#1	_____	#2	_____	#3	_____	#4	_____	#5	_____
Five PLANNERS	#1	_____	#2	_____	#3	_____	#4	_____	#5	_____
Five ADVENTURERS	#1	_____	#2	_____	#3	_____	#4	_____	#5	_____

**HAVE FIVE BUILDERS, RELATERS, PLANNERS AND ADVENTURERS FILL OUT THE SECRET IDENTIFIER IN YOUR REGARD. NOTE THAT THEY COMPLETE ALL COLUMNS.** You will then have an idea how each one of these different styles perceive you. You may choose to work on particular behaviors if you notice they do not occur.

Five BUILDERS	#1	_____	#2	_____	#3	_____	#4	_____	#5	_____
Five RELATERS	#1	_____	#2	_____	#3	_____	#4	_____	#5	_____
Five PLANNERS	#1	_____	#2	_____	#3	_____	#4	_____	#5	_____
Five ADVENTURERS	#1	_____	#2	_____	#3	_____	#4	_____	#5	_____

NAME \_\_\_\_\_ DATE COMPLETED \_\_\_\_\_

# ☼ MY SUCCESS STRATEGY FORM ☼

☛ A BEHAVIOR THAT I HAVE NOTICED (DESCRIBE):

☛ THE BEHAVIOR IS (CHECK):

BUILDER \_\_\_\_ RELATER \_\_\_\_ PLANNER \_\_\_\_ ADVENTURER \_\_\_\_

☛ MY STRATEGY FOR DEALING WITH THIS BEHAVIOR IS:

☛ I HAVE THIS BEHAVIOR.  
THIS IS HOW I WILL USE IT TO BE SUCCESSFUL:

☛ PEOPLE I KNOW WHO HAVE THIS BEHAVIOR:



# Characteristics of Excellence

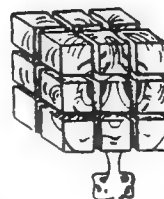
## IDENTIFIER



**BUILDER**



**RELATER**



**PLANNER**



**ADVENTURER**

	BUILDER	RELATER	PLANNER	ADVENTURER
● <b>PROSPECTING &amp; APPOINTMENTS</b>	★	★		★
● <b>PLANNING &amp; PREPARATION</b>	★		★	
● <b>GREETING &amp; MEETING</b>		★		★
● <b>STUDY &amp; ANALYZING</b>			★	
● <b>PROPOSAL</b>	★			★
● <b>CLOSE</b>	★			★
● <b>FOLLOW-UP &amp; SERVICE</b>		★	★	



Personality Language

**IF**  
**EVERYTHING**  
**ELSE**  
***FAILS***  
**FOLLOW**  
**INSTRUCTIONS!**



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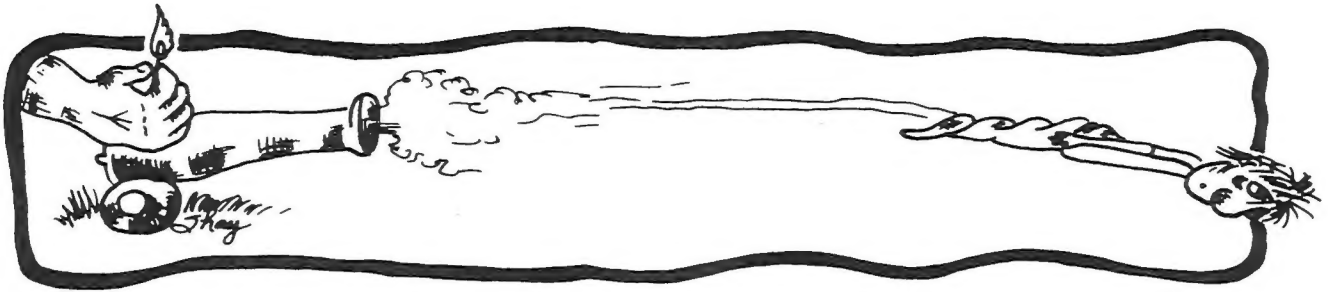


**Perhaps**  
the most important thing  
is to face ourselves  
in the mirror and  
**to color ourselves**  
**the colors of**  
**our choice.**

*If*  
*only one color*  
*was correct,*  
*we would never see*  
*the beauty of the rainbow.*

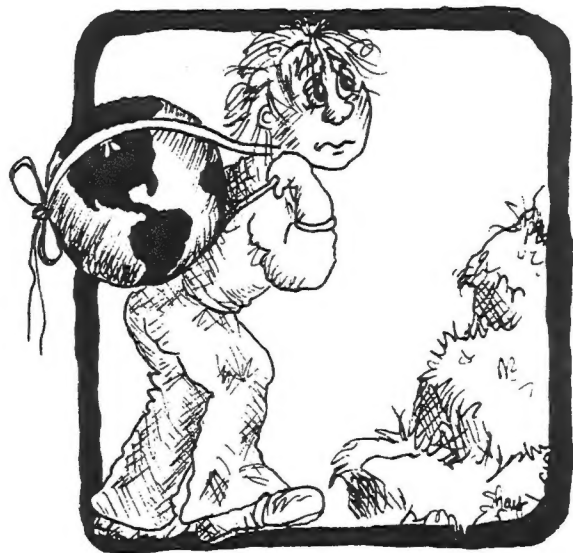
*Shay Thielke*

# COLOR ME



## CHAN GING

**WINNING!**  
**WINNING!**  
**WINNING!**  
**WINNING!**  
**WINNING!**  
**WINNING!**



# SUCCESS